



*WHAT REALLY
IS (IM)POSSIBLE?*

*INSPIRING EXCEPTIONAL
RESULTS IN BUSINESS AND IN LIFE*



BRYAN DUNLOP

Bryan represented Ireland as a rower while at school, going on to win a Commission in the elite 2nd Gurkha Rifles.

He served in 9 countries, including operational service.

Having left the Army, while working on a diamond mine in Angola he was taken captive by UNITA Terrorists and held for three days.

Evacuated to Namibia, Bryan was immediately asked to return to war torn Angola and take his Team back as well.



No other Leader in the mining company chose to go back. Bryan did and led his Team back as well.

Bryan's experience of how to manage what appears to be impossible is the reason he feels qualified to speak credibly about this subject.

WELCOME TO WHAT REALLY IS (IM)POSSIBLE AND WHAT REALLY IS POSSIBLE?

People make businesses what they are.

What Individual People and Teams believe to be both possible and impossible dictates the ultimate success of these businesses.

This one day event is designed to demonstrate that anything is possible if you have the right tools and the right mindset.

You will learn proven strategies for achieving outstanding success and get the opportunity to test them by walking over a coal bed burning at 1100° F.

OUR RESULTS?

One Corporate Client won 10 sales presentations in a row gaining £100 million of new funds under management

One Northern Irish based businessman led a management buyout of his employer and is now trading exceptionally profitably

One Account Manager went from 550th in his Team to 17th without any sales skills development

IT'S A SOFTWARE ISSUE!

When we are born we are like a brand new computer. All of the hardware is ready and we are primed and crying out for the introduction of our operating software.

THE KEY DIFFERENCE

When we buy a new computer, we actually get to choose the operating systems we want to install. We can even choose the virus management programme we need to keep our system operating at peak efficiency.

When something new is developed we can delete the old software and install the new stuff, and it's very easy.

OUR INSTALLATION PROGRAMME

As we grow up we don't have the opportunity to make these choices. All types of software are installed into us in a very random way from a number of very random sources. Some of our "Software Installers" in turn, had their software installed years ago, so some of it might have gone out of date!

We get software from our Parents, Family, Teachers, The Media and many other sources.

The key is that we didn't get to choose!

Our software tells us many things:

It tells us what we're good at and what we might not be so good at.

It tells us what to enjoy and what to avoid.

It can even tell us where to set our ambitions.

THE SOFTWARE REVIEW

When was the last time you reviewed the software that has been installed in you?
When was the last time you debugged your system and upgraded the software that is holding you back?

EVEN IF YOU WANTED TO DO IT, HOW WOULD YOU?

What really is (im)possible? is an amazing one day experience that will introduce you to the tools you need to review the sources of your software, identify and delete the old stuff and install the most up to date operating system that will work for you.

SCHEDULE

9.30 – 11.00

WHY I AM THE WAY I AM

During this session, you will:

Discover why we are the way we are

Establish how we become the people we are and what this means for our future

Identify the traits of top performers and establish how easy it is to emulate them

Understand the precise impact of our current focus

11.20 – 12.50

THE FOUNDATIONS OF WHAT'S POSSIBLE

During this session, you will:

Discover the formula that guarantees success

Understand how to identify and change "limiting" beliefs

Prime your faculties to help you find value wherever you look

Banish failure forever

1.40 – 3.00

ACTING WITH CERTAINTY

During this session, you will:

How to select and use your "peak" state when confronted with (im)possible challenges

Choose 5 beliefs that will enable you to confront the (im)possible

Get better outcomes from events over which you have no control

3.20 – 4.15

CONFRONTING THE (IM)POSSIBLE

During this session you will:

Identify a business or personal challenge you wish to conquer

Establish your best approach for confronting the (im)possible

Prove it's within you by walking across a coal bed measuring 1100°F



WHY FIREWALKING?

I have never had any interest in just "theory" that has no application in real life.

I have invested a lot of time and money in developing a pragmatic understanding of why people are the way they are, what holds us back and what we can do to make extraordinary progress even in difficult circumstances.

For 11 years, I have used a variety of "challenges" to take people out of their comfort zones.

I now use Firewalking for the following reasons:

It is not a test of physical strength – so the "playing field" is even for everyone

There are real consequences of getting it wrong

We automatically build the challenge up to be more than it really is

Firewalking has a certain mysticism that interests people

If you can walk on a 1100 ° fire what else can you do?

You will remember the experience for ever

**JOIN ME ON THURSDAY 15TH
OCTOBER AT THE STORMONT HOTEL,
FOR A ONE DAY EXPERIENCE
YOU WILL NEVER FORGET!**

TESTIMONIALS

"I just had to drop you a note to say how much I relished the firewalking experience last Thursday. I came along as a Guest and didn't really know what to expect. It was a fantastic day and I can't thank you enough for inviting me".

"Yesterday's event topped by the 'Firewalk' has certainly changed my outlook on life, and has helped me to start climbing out of a rather dark place. My state of 'Noom' (?) has certainly climbed up the scale and will continue to do so. All day yesterday I so much wanted to 'walk the fire', but felt that my mind was not in the right frame to do so. Your encouragement and positive influence however, helped me achieve a better frame of mind and I was absolutely delighted that I was able to 'walk the walk'."

"Thank you (and Poppy) for a great day. It was inspiring, motivating, funny, challenging and practical. I look forward to going through the CD and seeing the website photos in slower time. I have only an inkling of the amount of energy that goes into a day like that. For what it is worth to you to know it, it has been very worthwhile for me. By the chat I heard going on around me, everyone else took a lot from it as well. I have already recommended the next day to someone else".

"Bryan's seminars are challenging, enlightening and entertaining."

This is much more than just theory!"

DELL

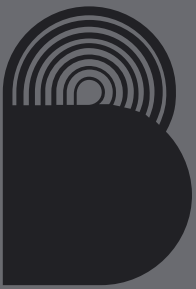
"I woke up on the Thursday morning with a very heavy heart and wondered why we were even bothering with the course at all, which is why I said to you immediately that I was in the wrong frame of mind...well how WRONG can one be.

I was truly amazed at the amount I learnt with you on that day. It has been invaluable and been inspirational in moving forward in difficult times. I cannot begin to describe to you how I felt when I managed to split the piece of wood, which I have kept as a reminder of the day...."

HBOS MANAGER ON THE ACTUAL DAY THE LLOYDS TSB TAKEOVER WAS ANNOUNCED

"I tripled my income, moved house and took my wife to the High Achievers Conference in Monaco, all because Bryan helped me to change one belief I held about myself".

MANAGER – NATWEST



**BRYAN
DUNLOP**

WHAT REALLY
IS (IM)POSSIBLE?

79 WHINNEY HILL,
CRAIGANTLET,
COUNTY DOWN,
BT16 1UA

TELEPHONE: 028 9042 1299
MOBILE: 079 6756 4939
EMAIL: bryan@bryandunlop.com

www.bryandunlop.com